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Q 방법론의 이해와 소비자 연구에의 적용

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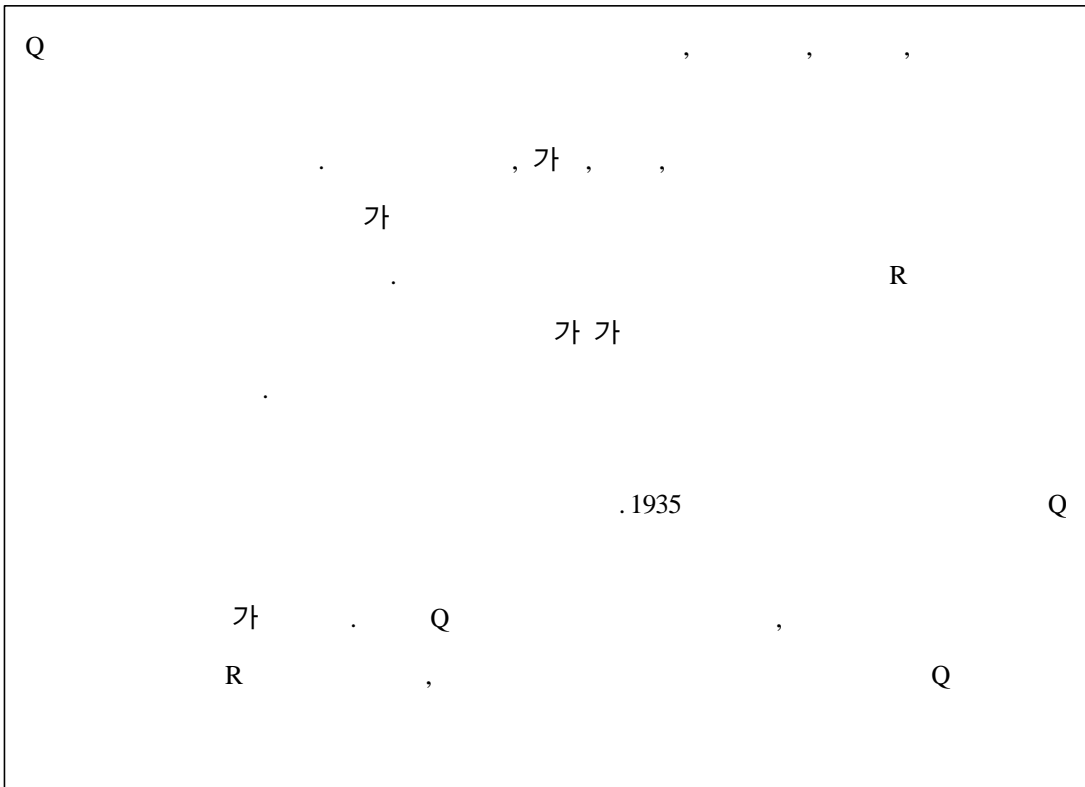
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Q

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1.

Stephenson¹ 1935 Q , (Kerlinger, 1986)

(McKeown and Thomas, 1988; Brown, 1990).

Q , Q
가 가
가

(interindividual) 가 (intraindividual)

가

가 ,
Q 가

2. Q

Q , Peirce " 가 "
(abductive inference), (deductive inference), (inductive inference)
(epistemological functions)

¹) Stephenson(1902-1989)
University of London

(Ph. D. 1926, University of Durham)
Charles Spearman

(Ph. D. 1929,
mentor

가

가 , 가 (, 1990; Abduction Homepage, 1999).

Peirce가 " (Wirth, 1998).

Q 가 (hypothetico-deductive method) Peirce 가 , Q 가 (Sanders, 1974).

가 Q (Kleine et al., 1995). Bonfantini Proni(1983), Eco(1990)가

Q

Q

. Q

가 Q 가 가 , , ,

(Kerlinger, 1986).

Q

. R

Q

가 (variables of a transindividual character)
 가 (concrete individuals)
 " Q
 (Brown, 1995). Q
 Q Stephenson 가
 (Brown, 1996). Q
 Dennis Goldberg(1996)
 Q Sell
 Brown(1984) 가 Q
 가 (Brown, 1995)

3. Q R

가
 (operationally definable)
 R
 Q
 가 Q R
 R 가
 가
 Q
 가 (operant definition)
 Heisenberg

가 Q . Q

. Q

가

가 R . 가

Q 가 가 .

R 가

. Q R "

m n , Q m

n "

(Stephenson, 1953b).

R ,

. Q

가 가

(, 1992). Q

가

, Q

Stephenson

Q , Q 가

(Kerlinger, 1986). Q 가

. Q

가

(specimen-type) ,

(, 1992).

R

, Q

(Brown, 1993a). ,

R 가 . R

, Q

가 ,

(Stephenson, 1953c). R

가 가?

Q

가 가

R

A B

(, ,)

가 가

Q

Q

()

Q

R

R

Q

R

, Q

Q

R

가

R

Q

. Q

R

(Brown, 1998). Stephenson(1953a)

가

Burt(1937)

(reciprocity)²

Q

R

Q

(, ,)

Q

4. Q

R

Q

²)

4-1. Q

가 " 가 "

가

Q

. Q (concourse) 가

가 , , , , , , , ,

concourse

Q (, 1990; Stephenson, 1986).

4-2. Q P

Q Q P .Q Q ()

Q . P

Q

Q , 40

90 . Q Q Q

Q

가 가

. Q (Kerlinger,

1986). Q Q

(Kleine et al., 1995).

P 30 (Kerlinger, 1986; McKeown & Tomas, 1988) 50

(Brown, 1993b).

1 (Brown, 1980; Kerlinger, 1986; McKeown & Thomas,

1999. 6 Q 126

1988). 가 가 (, 1992). P 가 Q (Bublic, 1995).

4-3. Q

" - " (Kerlinger, 1986). -5(가), -4, -3, -2, -1, 0(; ;), +1, +2, +3, +4, +5(가) 0 (quasi-normal distribution)가 .

(2)

Brown(1980) Kerlinger(1986) 가 가 가 Q Q Q

4-4. Q

Q 가 Q (Q sort) (factor array, factor loading matrix) (factors) (,)

P ()

가

1

, Schlinger's index number (Schlinger, 1969),

가 (Brown, 1980; Kerlinger, 1986; McKeown and Tomas, 1988),

Scree test(Brown, 1980)

가

가

가

가

)

+

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.

(

가

(

3

+5, +1, -4)

,

()

가

. 가

가

Q

Q

가

(Kerlinger, 1986).

, 가

,

,

Q

가

()

4-5. Q

Q

R

가

가

7

(,

)

n

R

3

1 3
 3 가 , 2 가 2
 , 2 가 3 가
 R 가 가?
 가 R
 .
 () Q
 가 가 가
 . SPSS SAS
 (Miller and Friesen, 1984)
 가 R Q (Brown, 1993a).
 Johnson(1970) ³
 Q . 가
 1
 가 R
 R (principle component,
 varimax rotation)
 Q PC 1992 Atkinson
 QMethod가 . QMethod MS-DOS version(PQMethod) version(MQMethod)
 Window DOS . Tubergen QUANAL
 , Stricklin PCQ DOS ⁴. Q
 . Q
 가 . Q
 (Brown,
 1993b). Q ,
 factor analysis with the centroid .
 가 . Q
 Q . , Q
 , ()

³) Johnson, R. M. Market Facts Q
 65K word machine .

⁴) QMethod versions Listserv@listserv.kent.edu. ,
 QUANAL HUC129@UKCC.UKY.EDU , PCQ
 QArchive Ftp-Server .

5. Q

5-1.

가

가

Q

Q

R

Q

Q

Q

PC

가

가

가

가

Q

(Brown, 1996)

가

R

" "

" "

가

가

가

()

가

가

(Barchak, 1984).

Q

Q

Q

(Kleine et al., 1995).

가

Q

Q

Q

5-2.

5-2-1. Q

(Tomas, 1935)

(Brown,

1986; Kleine et al., 1995; Mosyagina et al., 1997).

가

Q

Q

(psychographic)

. Q

가

(Mosyagina et al., 1997; Schilinger,

1969).

가

(Wirthlin Report,

1995).

가

Q

Q

가

Q

가

Kleine (1995)

Mosyagina (1997)⁵

. Kleine (1995)

가

. Mosyagina (1997)

. Q

5-2-2. Q

Q

Q

Kleine (1995)

Mosyagina (1997)

, 가 ,

Q

Q

가

Kleine (1995)

54

⁶

Q

⁵) <http://facstaff.uww.edu/cottlec/QArchive/peck.htm>

⁶) Q

. Q , Q P 30

. Mosyagina (1997)

8 32 Q 7. 4

. P , , , , 56

5-2-3. Q

Q 0 가

. Kleine 54

-5,+5(3); -4,+4(3); -3,+3(4); -2,+2(6); -1,+1(8); 0(9)

, Mosyagina 34

가 .⁸

Q 가 .

eigen value 1

가 가 .

(Brown 1980).

가 Kleine

가 .

Mosyagina eigen value 1

6

varimax

⁷)

⁸)

5-2-3

가

가

Kerlinger(1986)

Q

가 P 가 가

가 . Kleine P 가

가 , 가

Mosyagina

Q

Z score

Kleine , Mosyagina

9. Kleine (

) Mosyagina

가

가

Kleine , , , ,

Mosyagina

가

1- ; 2- ; 3- ; 4-

; 5- ; 6-가

, 가

5-3.

Q

. Q

9)

Q
 가
 Q
 가
 (Brown, 1993b).
 Q 가 Q Q Q
 Q Q Q
 Q 가 Q
 Q Q 가 , Q

¹⁰(Mosyagina et al., 1997).

¹¹ 가

6.

Q , 가 ,
 가
 가
 Q
 R

¹⁰)Johnson(1970)

¹¹)

) 가 (, Q 1964

(Kerlinger, 1964)

. Q 가 가 . Q

Q (Q sort Q technique) Q

(1990). Q (1992). " (Subjectivity) Q , " , 6(1), 1-11.

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< 1> Q ,

Q Analysis Data & Program

56 32 -6 1 1 V 1.000

(32F1.0)

77394153786622674268355145559843

95964522871416826575576333437854

67988153965546734265457233724581

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1 01가 .

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1 30 .

1 31 가 .

1 32 가 .

end.

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                    title . 56 P , 32 Q
                    32
56 P ( ) ( )
      Q
      "1" "2" . -6
V varimax . 1.0000 eigen value
      TXT , QUANAL 가
input output 가

```